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China Mengniu Dairy Company Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 02319)

DATE OF BOARD MEETING

The board of directors (the “Board”) of China Mengniu Dairy Company Limited (the “Company”) announces that a meeting of the Board will be held on Thursday, 31 March 2011 for the purposes of, among other matters, approve the release of the annual results of the company and its subsidiaries for the year ended 31 December 2010 and consider the payment of a final dividend, if applicable.

By order of the Board

Kwok Wai Cheong, Chris

Company Secretary

Hong Kong, 21 March 2011

As at the date of this announcement, the executive directors are Mr. Yang Wenjun, Mr. Bai Ying, Mr. Wu Jingshui and Mr. Ding Sheng. The non-executive directors are Mr. Niu Gensheng, Mr. Ning Gaoning, Mr. Jiao Shuge (alias Jiao Zhen), Mr. Julian Juul Wolhardt, Mr. Yu Xubo, Mr. Ma Jianping, Mr. Fang Fenglei and Mr. Ma Wangjun. The independent non-executive directors are Mr. Zhang Julin, Mr. Zhang Xiaoya and Mr. Liu Fuchun.